

# Traffic Safety Culture: Reaching People Where They Live, Work and Play

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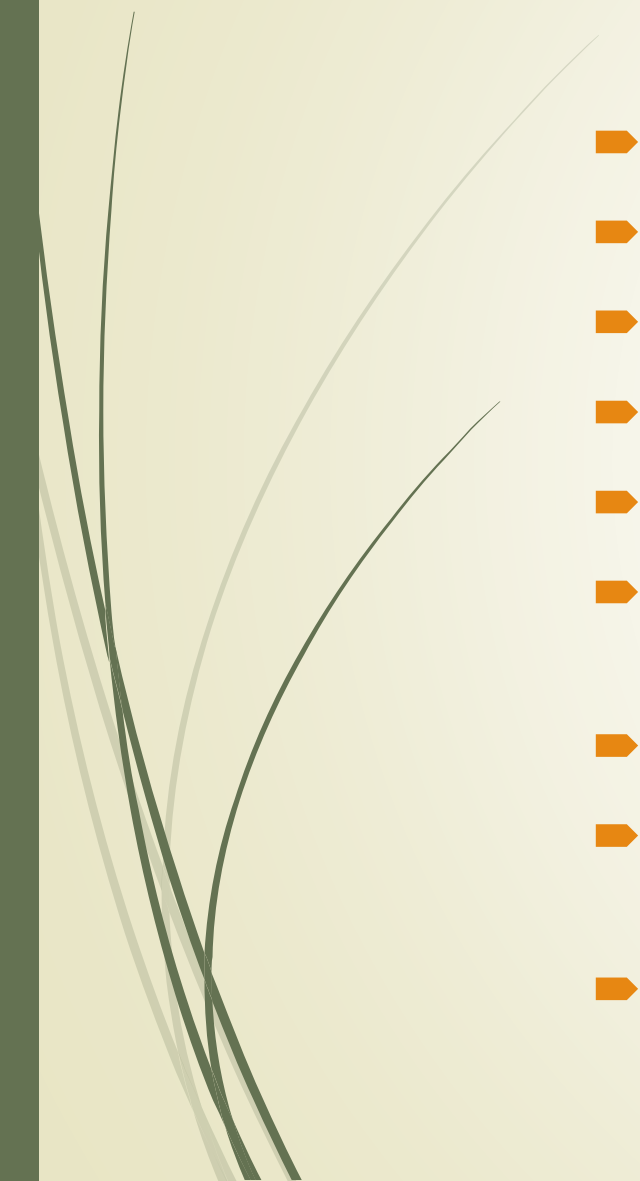


# What is Outreach?

- ▶ People use the word "outreach" to describe a wide range of activities, from actual delivery of services to dissemination of information.
  - ▶ Outreach is most often designed to accomplish one of the following (or some combination):
    - ▶ Directly deliver healthy services or products
    - ▶ Educate or inform the target population, increasing their knowledge and/or skills through public information and education (PI&E)
    - ▶ Educate or inform people who interact with the target population
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# Guidelines for Effective Outreach

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- Meet people where they are
  - Be respectful
  - Listen to your community
  - Build trust and relationships
  - Get the word out in a non-stigmatizing manner
  - Offer service and information in a variety of locations and at non-traditional times, especially after work hours
  - Make written information friendly and easy to understand
  - Provide information in the primary language of those who will use the service
  - Follow-up, follow-up, follow-up!



# Traffic Safety Outreach in North Dakota

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- ▶ Tribal Traffic Safety Outreach Programs
    - ▶ Turtle Mountain Band of Chippewa – Tabitha Gorneau
    - ▶ MHA Nation – Fahtima Finley Hood
    - ▶ Spirit Lake Nation – Becky Diaz
    - ▶ Standing Rock Sioux Tribe – Haden Merkel
  - ▶ County Traffic Safety Outreach Program – North Dakota Association of Counties



# Traffic Safety Outreach in North Dakota

- ▶ Social Media – Facebook, Twitter, YouTube
- ▶ Advertising – TV, radio, print, on-line
- ▶ Partnerships – school administrators, drivers education instructors, employers, North Dakota National Guard, Tigirlily, Miss State Capitol's Outstanding Teen 2016, families of victims (North Dakota Crash Memorial Wall), the media, and many more!



# The North Dakota Traffic Safety Partner Network

- An informal coalition of people and organizations who share resources and ideas to help reduce risky driver and occupant behaviors — to save lives and protect families.
- It can be as simple as using prepared updates on your Facebook page or sharing driver and occupant safety information with employees/colleagues.
- Working together toward common goals.



# Resources for Network Participants

- Model traffic safety policies
- Ready to publish newsletter articles
- Fact sheets
- PA system announcements
- Media downloads: TV and radio ads, videos, web banners, print materials for use as posters, fliers, inserts, etc.
- Suggested posts for social media (Facebook, Twitter)
- Suggested messages for company or community electronic message boards
- Suggested activities to conduct during the campaign
- Display banners
- Web-based trainings



# In-Kind Contribution Options for Network Participants

- ▶ Media advocacy (writing editorials to the local newspaper, participating in media events related to outreach activities being conducted, etc.)
- ▶ Policy advocacy (education and outreach to stakeholder groups, participation in teams working to advance stronger traffic safety laws for North Dakota)
- ▶ Purchase of promotional items for distribution at various outreach events (promotional items could include items such as magnets, pens, air fresheners, water bottles, lip balm, or a multitude of other items branded with a traffic safety message and company logo)
- ▶ Purchase of additional paid media (TV, radio, internet ads) to expand the reach of planned campaigns



# How Does An Agency Participate?

Register at:

[www.ndcodefortheroad.org](http://www.ndcodefortheroad.org)

(on Safety Network page)

